



The Burden of Tobacco in Brown County

Population 237,166

The Burden of Tobacco is a collaborative report of the University of Wisconsin Tobacco Surveillance and Evaluation Program, the American Cancer Society, and the Wisconsin Division of Public Health's Tobacco Prevention and Control Program.

Smokers in Wisconsin and Brown County

	Wisconsin		Brown County	
	# of Smokers	Percent Smokers	# of Smokers	Percent Smokers
Total Number of Smokers	1,005,000		46,900	
Adult (18+) ^{1,2}	920,000	22%	43,140	24%
High School Youth ^{3,4}	66,000	21%	2,900	21%
Middle School Youth ^{3,4}	19,000	8%	860	8%
Smoking During Pregnancy ⁵	10,000	14%	442	14%

Deaths Directly Related to Smoking

Cause of Death ^{6,7}	Wisconsin		Brown County		
	Average Annual Deaths	Due to Smoking	Average Annual Deaths	Due to Smoking	% Due to Smoking [†]
Lung Cancer	2,760	2,208	89	72	80%
Other Smoking-Related Cancers	2,066	719	64	20	32%
Cardiovascular Disease	16,412	2,342	605	85	14%
Respiratory Disease	3,416	1,946	97	60	61%
Other Causes (not associated with smoking)	21,619	0	722	0	0%
All Causes	46,273*	7,215*	1,577*	237*	15%

Years of Potential Life Lost

Cause of death ⁶	Wisconsin	Brown County
Smoking-Related Cancers	43,000 years	1,380 years
Cardiovascular Disease	32,000 years	1,230 years
Respiratory Disease	21,000 years	630 years
All Causes	96,000 years	3,240 years*

[†] May not appear to be exact due to using decimals in the calculations.

* Totals may not add up due to rounding.

Note: Adult prevalence estimates from BRFSS, 2000-04; Youth estimates based on state level YTS, 2004; Maternal smoking estimates from WISH, 2004.

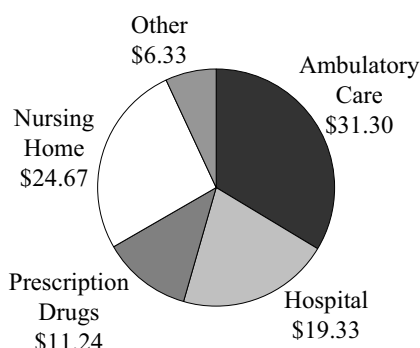
Note: Wisconsin and County Deaths Directly Related to Smoking and Years of Potential Life Lost are based on 2000-2004 mortality data.

Note: See technical notes for a detailed description of the data sources and methodologies used to construct this report.

Economic Impact of Cigarette Smoking in Wisconsin and Brown County

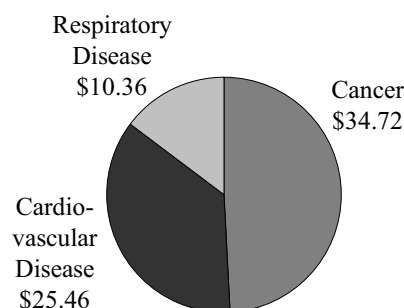
	Wisconsin	Brown County
Health Care Costs ^{6,11}	\$2,160,000,000	\$92,860,000
Lost Productivity ⁶	\$1,640,000,000	\$70,540,000
Total Costs	\$3,800,000,000	\$163,400,000

Smoking Attributable Health Care Costs in Brown County, 2003^{6,11}
(In millions of dollars)



Total: \$92.9 Million *

Cost of Productivity Lost Due to Smoking in Brown County, 2001⁶
(In millions of dollars)



Total: \$70.5 Million *

- In Wisconsin, an estimated 7,215 people die annually from illnesses directly related to smoking and approximately 853 die from illnesses and fires indirectly related to smoking, for a total of 8,068 annual deaths.⁶⁻¹⁰
- Secondhand smoke is estimated to cause about 61 lung cancer deaths, 771 deaths from ischemic heart disease, and 9 infant deaths from Sudden Infant Death Syndrome in Wisconsin annually. Household fires in Wisconsin caused by cigarettes kill an estimated 12 people annually.⁸⁻¹⁰
- In Brown County, approximately 237 die annually of illnesses directly related to smoking.^{6,7}
- Each year, approximately 15% of all deaths in Brown County are directly attributable to smoking. Cigarette smoking causes 80% of all lung cancer deaths and 14% of all deaths from cardiovascular disease in Brown County.^{6,7}
- In Wisconsin, approximately 96,000 years were lost from the potential lifespan of those who died of smoking-related illnesses in 2004. In Brown County, about 3,240 years are lost annually from the effects of smoking.⁶
- In 2003, an estimated \$2.2 billion in health care costs were paid in Wisconsin as a result of diseases caused by smoking, with \$92.9 million paid in Brown County.^{6,11}
- Wisconsin lost \$1.6 billion, including \$70.5 million in Brown County, in productivity costs because of illness and premature death directly associated with smoking in 2001.⁶
- In 2003, estimated health care costs of cigarette smoking were approximately \$390 for every man, woman and child in Brown County.^{6,11}
- In 2004, there were over 384 million packs of cigarettes sold in Wisconsin. Residents of Brown County spent approximately \$66.7 million on 17,490,000 packs of cigarettes in 2004.¹²